

# THE VIEW

Consumer Insights | June 2021



Globally, over 43% of consumers expect businesses to consider their environmental impact. In the US alone, over 80% of consumers cite sustainability as an important attribute for a brand. As consumers adopt sustainable consumption habits, firms are also directing their resources for more efficient use.

As the world celebrated Environment Day this month, this issue explores how consumers and firms alike are moving toward sustainable practices.

**B2B & B2C | Netscribes**  
**[Brands are increasingly adopting sustainable packaging. Here's why](#)**

With over 78% of consumers in the US more likely to purchase a product clearly labeled “environmentally friendly,” brands are now increasingly shifting to sustainable packaging solutions that have minimal environmental impact. Using non-toxic and biodegradable materials, these packages not only reduce the overall carbon footprint they also boost customer loyalty through a host of benefits.

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## Sustainable product sales in the U.S.



Source: Nielsen Product Insider, Powered by Label Insight, Week ending 10/20/2018, Projections based on 3 and 2 year CAGR  
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**B2C | Netscribes**  
**[Green consumerism is on the rise; brands, take note!](#)**

In a post-pandemic world, consumers are increasingly aware of their purchases, doing thorough background research on everything from product origin to

packaging. Sustainability-marketed products grew around 7x faster in 2020 than their conventionally marketed counterparts. To keep up with today's value-driven, eco-friendly consumer, brands too are increasingly adopting sustainable practices in all areas, from product manufacturing and packaging to marketing.

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### **Sustainable packaging innovations to watch out for in 2021**

Innovative packaging alternatives have emerged to maximize the use of recyclable and biodegradable materials in response to the growing demand for smart and sustainable packaging. Here are some sustainable packaging innovations that are expected to stick this year, from biodegradable ink to edible and plantable packages.

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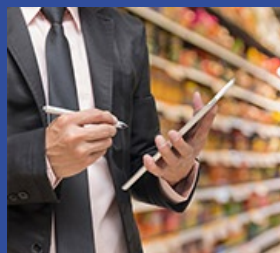


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### **Transforming the road to sustainable mobility**

With rising concerns surrounding climate change, EV mobility has presented itself as an environmentally-viable alternative to ICE-driven vehicle formats. With over 31.1 million electric cars expected to hit the road by 2030, here's how EV infrastructure challenges can become opportunities for sustainable growth.

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### **The focus on sustainability and other emerging trends shaping the CPG industry**

As organic food sales in the US have grown 130% since the onset of the pandemic, sustainable trends have dominated the CPG industry this year. The green packaging market is expected to grow at 7.4% CAGR by 2026. Here are the top 5 trends shaping the CPG industry this year.

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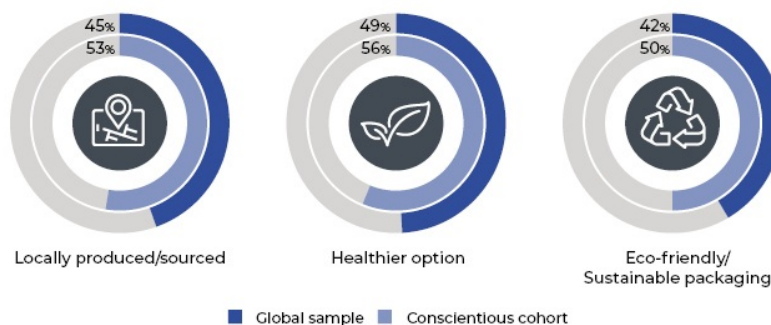
### **Conscientious consumers are willing to pay a premium for healthy, sustainable products**

PwC's recent consumer pulse survey indicates 46% of consumers are willing to spend more on products with sustainable packaging. Consumers not only want healthier food options, but they also look for locally-sourced products with eco-friendly packaging and brands that undertake sustainable initiatives and go beyond their traditional call to action.

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## **Conscientious consumers are more willing to pay a premium for healthy, sustainable products**

Q. For the following product categories, which attributes would you be willing to pay more for? (Grocery)



Base: All respondents (8,738), conscientious cohort (2,042)

Source: PwC's March 2021 Global Consumer Insights Pulse Survey

## ALSO READ:

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**[Insight: 7 e-commerce trends shaping digital strategies post COVID-19](#)**

A majority of consumers are willing to pay more for an environmentally friendly product. In order to adapt to today's socially and environmentally conscious consumers, brands must adopt sustainable practices and green messaging. The whitepaper examines this issue, as well as several other new realities facing brands today and the various ways they can adapt.

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